

# Description

## EYEBROW APPLICATOR TEMPLATE

### CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims priority from U.S. Provisional Patent Application Serial No. 60/472,809, filed on May 22, 2003, entitled "Eyebrow Applicator Template," which is expressly incorporated by reference herein.

### FIELD OF THE INVENTION

[0002] The present invention relates to a make-up application template, and in particular to an eyebrow applicator template that can be used to accurately and symmetrically apply simulated eyebrows to a person's face.

### BACKGROUND OF THE INVENTION

[0003] Many techniques exist for applying simulated eyebrows using an eyebrow pencil, paint, or some other type of make-up. Most people attempt to apply eyebrows using an eyebrow pencil in a free hand manner. Such an application can be difficult, however, since the eyebrows must be properly aligned and symmetrical with one another, as

well as correctly positioned with respect to the user's eyes. Freehand application can also be difficult as the positioning of the user's hand can hinder their view. Accordingly, several devices have been created for facilitating the application of eyebrows using an eyebrow pencil or similar tool.

[0004] U.S. Patent No. 2,917,058 of Ferrar, for example, discloses right and left eyebrow stencils having cut-out portions in the shape of a right or left eyebrow to allow a false eyebrow to be produced on a person's face using an eyebrow pencil. The stencil is formed from a flexible material having a pressure-sensitive adhesive on the back side thereof to allow the stencil to be adhered to the user's face during application. While the stencils are somewhat effective, it can be difficult to adhere each stencil to the users face in the proper position, such that the eyebrows are symmetrical with one another and are properly positioned above the users eyes. Moreover, the use of any type of adhesive on skin can be painful to remove and thus is undesirable.

[0005] In order to avoid some of the drawbacks of the Ferrar device, several other eyebrow stencils have been developed to facilitate the asymmetrical application of right and left

eyebrows. U.S. Patent No. 5,662,129 of Grenevitch et al. and U.S. Patent No. 5,186,190 of Hirzel, for example, disclose eyebrow templates having left and right eyebrow stencils that are attached to one another to provide the proper alignment. The templates also include a strap that allows the template to be temporarily positioned around the users head during application, thus eliminating the need for the user to hold the template in position during application of the eyebrows. While these systems are more effective than the Ferrar device, for example, they still do not provide a mechanism to facilitate the proper positioning of the eyebrows with respect to the users eyes. Each device can, for example, be positioned either too close to, or too far away from, the user's eyes. The devices can also easily move during use, as the position of the strap well above eyelevel, i.e., above the user's ears, can cause the strap to slide with respect to the user's head.

[0006] Accordingly, there remains a need for an eyebrow applicator template that enables the accurate and symmetrical application of right and left eyebrows with respect to one another, and that provides the proper spacing between the users eyes and the simulated eyebrows.

## **BRIEF SUMMARY OF THE INVENTION**

[0007] In general, the present invention provides a template for applying simulated eyebrows to a person's face. In one embodiment, the template includes a sheet of material having an upper edge, a lower edge, a right side edge, and a left side edge. The sheet preferably has a shape that is adapted to be disposed on a portion of a person's face, and that includes a cutout portion formed at a substantial midpoint of the lower edge and having a shape that is adapted to be positioned around a substantial portion of a person's nose. A right eye hole is formed between the right edge and a substantial midpoint of the sheet, and a left eye hole is formed between the left edge and a substantial midpoint of the sheet. The right and left eye holes are adapted to be positioned over a person's right and left eyes, respectively. The template further includes a right eyebrow slot formed above the right eye hole and just below the upper edge, and a left eyebrow slot formed above the left eye hole and just below the upper edge. Each slot has a desired shape of an eyebrow area to be simulated on a person's face.

[0008] The template can also include a fastening element that is adapted to temporarily secure the template around a person's head. The fastening element can be, for example, an

elastic band, a Velcro<sup>®</sup> strap, a strap having a mating element, such as snaps, hooks, etc., or any other mechanism that is effective to at least temporarily maintain the template in a desired position. A connecting element, such as a hole formed adjacent to each of the right and left edges of the sheet, can optionally be used to attach the fastening element to the template. The template can also include one or more alignment mechanisms disposed on the sheet and adapted to facilitate alignment of the template with respect to a person's face. The alignment mechanism(s) can be, for example, a marking extending from the upper edge to the lower edge at a substantial midpoint of the sheet, and/or a marking extending between the right and left eyebrow slots.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

[0009] The invention will be more fully understood from the following detailed description taken in conjunction with the accompanying drawings, in which:

[0010] FIG. 1 is an illustration of an eyebrow application template according to one embodiment of the present invention; and

[0011] FIG. 2 is an illustration of the eyebrow application template of FIG. 1 in use positioned on a person's face.

## DETAILED DESCRIPTION OF THE INVENTION

[0012] The present invention provides a template for applying simulated eyebrows to a wearer's face. FIG. 1 illustrates an exemplary embodiment of a template 10 formed from a sheet of material and having a shape that is adapted to be disposed on a portion of a person's face, and more particularly that is adapted to be disposed around a person's eye region. In general, the template 10 includes upper and lower edges 12, 14, and left and right edges 16, 18. A cutout portion 20 is formed at a substantial midpoint *M* of a lower edge 14 of the template 10, and it is adapted to seat and extend around a substantial portion of a person's nose when the template 10 is positioned on a person's face. The template 10 further includes right and left eye holes 22, 24 that are formed adjacent to the right and left edges 16, 18, and that are adapted to be positioned over a person's right and left eyes to allow the user to see during use of the template 10. The template 10 also includes a right eyebrow slot 26 that is formed above the right eye hole 22 and below the upper edge 12, and a left eyebrow slot 28 that is formed above the left eye hole 24 and below the upper edge 12. The left and right eyebrow slots 22, 24 each have a desired shape of an eyebrow area to

be simulated on the user's face. In use, the template 10 is placed on the user's face and the eyebrow slots 22, 24 are used to apply eyebrows. The template 10 is particularly advantageous in that the eye holes 22, 24 allow the cutout portion 20 to extend around a substantial portion of a wearer's nose, thereby facilitating the proper placement of the template on the wearer's face. In particular, the cutout portion prevents movement of the template during application of the eyebrows, and it provides the proper positioning of the eyebrows with respect to the users eyes. Moreover, the positioning of the template 10 over the user's eyes allows a fastening element, such as a strap, to extend directly over the user's ears and around their head to further prevent movement of the template 10 during use.

[0013] Still referring to FIG. 1, the template 10 can have a variety of configurations, shapes, and sizes, and it can be formed from a variety of materials. In an exemplary embodiment, the template 10 is formed from a sheet of material that is either substantially planar or that has a pre-configured shape, preferably that conforms to the shape of a human face. As shown in FIG. 1, the template 10 includes an upper edge 12, a lower edge 14, a right edge 16, and a left

edge 18. The shape and size of each edge 12, 14, 16, 18 can vary, but preferably the lower edge 14 includes a cutout portion 20 that is adapted to extend around and to seat a user's nose. The cutout portion 20 preferably has a depth  $d$  that allows the cutout portion 20 to be positioned around a substantial portion of the user's nose to facilitate proper placement and alignment of the template 10 with respect to the user's face. A person skilled in the art will appreciate that the cutout portion can optionally be adapted to slightly grasp the user's nose. By way of non-limiting example, an edge of the cutout portion can be pliable or flexible. The cutout portion can also include other features, such as cushioning, to provide additional support and/or comfort to the wearer.

[0014] The right and left edges 16, 18 of the template can also vary, but in an exemplary embodiment they are preferably rounded and extend inward toward the lower edge 14, such that the right, left, and lower edges 16, 18, 14 extend around the user's eyes. The upper edge 12 can also vary in shape and it can be slightly straight or rounded. The upper edge 12 should, however, extend a distance above the eye holes 22, 24 such that the upper edge 12 terminates above a user's eyebrow location when the tem-



plate 10 is positioned on the user's face. The upper edge 12 can also optionally include an indent 36 formed at a midpoint  $M$  of the template 10. The indent 36 and the cutout portion 20 form a bridge-like member at the midpoint  $M$  of the template 10 that is adapted to be positioned over the bridge of the user's nose, and which further facilitates the proper positioning of the template 10 on the user's face.

[0015] While the size of the template 10 can vary, the template 10 preferably has a height  $H$  that is sufficient to allow the template 10 to extend from a person's cheekbones to a position on the person's forehead just above their eyebrows. The template 10 also preferably has a width  $W$  that is sufficient to allow the template 10 to extend between the user's temples, such that the template 10 extends over the user's eyes. A person skilled in the art will appreciate that the width  $W$  and height  $H$  can vary depending on the size of the user's head, and that the template 10 can be made in varying sizes. By way of non-limiting example, several templates can be provided as part of a kit and each template in the kit can have a size that differs relative to one another to allow a person to select a template having a size that fits a size of the user's face.

[0016] As previously indicated, the template 10 further includes right and left eye holes 22, 24 that are adapted to be positioned over a person's eyes during use to allow the person to see. In particular, the right eye hole 22 is positioned between the midpoint  $M$  and the right edge 16, and the left eye hole 24 is positioned between the midpoint  $M$  and the left edge 18. Each eye hole 22, 24 can have virtually any shape and size as long as they allow a user to see therethrough. As shown in FIG. 1, each eye hole 22, 24 has a shape that is substantially the same as, but slightly larger than, the shape of a human eye. While the eye holes 22, 24 are preferably cutout from the sheet of material that forms the template 10, a person skilled in the art will appreciate that each eye hole 22, 24 can optionally include a clear protective member disposed there across.

[0017] The template 10 also includes right and left eyebrow slots 26, 28 formed above the right and left eye holes 22, 24. Each eyebrow slot 26, 28 is preferably positioned between the upper edge 12 and the eye holes 22, 24 at a location that is substantially the same as a location of a natural human eyebrow. Moreover, each eyebrow slot 26, 28 preferably has a desired shape of an eyebrow area to be simulated on a person's face. As shown in FIG. 1, each

eyebrow slot 26, 28 includes an inner portion 26a, 28a that extends in an upward direction from a position adjacent the midpoint *M* toward the outer edge 16, 18, and outer portion 26b, 28b that extends in a downward direction from the inner portion 26a, 28a toward the outer edge 16, 18. This shape is substantially the same as the shape of a natural human eyebrow. A person skilled in the art will appreciate that the shape, size, and position of each eyebrow slot 26, 28 can vary.

[0018] The template 10 can also optionally include a fastening element for temporarily securing the template 10 around a user's head. The fastening element 34 is particularly advantageous in that it eliminates the need for the user to hold the template 10 in place during application of a simulated eyebrow. The fastening element 34 can have a variety of configurations, and can be, for example, a strap 34 as shown in FIG. 2, such as an elastic or Velcro® strap, that extends around the user's head, or alternatively the template 10 can include two separate fastening elements that mate to one another, or that align with the user's ears, such as a rigid support that extends around the user's ears. The fastening element(s) can also be any other device that is effective to maintain the position of the

template 10 on the user's face during use of the device.

[0019] In the embodiment illustrated in FIG. 2, the strap 34 is preferably formed from an elastic material to allow the template 10 to be securely fitted against the user's face. The fastening element 34 can also be fixedly or removably attached to the template 10 using a variety of techniques. FIGS. 1 and 2 illustrate an exemplary embodiment of a connecting element, e.g., holes 30, 32, formed adjacent to each of the right and left edges 16, 18. The holes 30, 32 allow a fastening element, such as strap 34, to be tied or otherwise connected to the template 10. The fastening element(s) are preferably connected to the template 10 at a position along each edge 16, 18 that is substantially adjacent to the eyeholes 22, 24. This position allows the fastening element(s) to be in alignment with the user's ears, thereby further preventing movement of the template 10 during user. A person skilled in the art will appreciate that virtually any connecting mechanism can be used to mate the fastening element(s) to the template 10.

[0020] The template 10 can also optionally include one or more alignment mechanisms disposed thereon to facilitate alignment of the template 10 with respect to the user's face. While a variety of alignment mechanisms can be

used, the alignment mechanism is preferably one or more markings disposed at a location on the template 10 which indicates the proper positioning of the template 10 with respect to the user's face. As shown in FIGS. 1 and 2, the template 10 includes a first marking 38 that extends between the upper and lower edges 12, 14 at the midpoint *M* of the template 10. The template 10 further includes a second marking 40 that extends between each eyebrow slot 26, 28, and that intersects the first marking 38. The markings 38, 40 allow the user to position the template 10 in alignment with their nose and their eyes. Again, a person skilled in the art will appreciate that a variety of techniques can be used to properly align the template 10 with respect to the user's face.

[0021] FIG. 2 illustrates the template 10 in use. As shown the template 10 is positioned such that the left and right eye holes 22, 24 are positioned around the user's eyes, the cutout portion 20 extends around the user's nose, and the strap 34 extends just above the user's ears and around the back of their head to temporarily secure the template 10 to the user's face. Moreover, the first and second marking 38, 40 are aligned horizontally with the user's nose and vertically with the user's eyes and ears. The user

can now use an eyebrow pencil or similar tool to create simulated eyebrows, or to define existing eyebrows, within the right and left eyebrow slots 26, 28. The conforming fit of the template 10 can also allow a user to place their eyeglasses over the template 10 during use.

[0022] The template 10 can be made using a variety of techniques, and it can be formed from a variety of materials. By way of non-limiting example, the material used to form the template 10 can be rigid, semi-rigid, or flexible, and it can optionally be opaque or transparent. Preferably, however, the template 10 is formed from a flexible sheet of material, e.g., a plastic, that is die-cut into the desired shape. The flexibility of the material allows the template 10 to conform to the user's face during use. A person skill in the art will appreciate that a variety of techniques and materials can be used to form a template 10 in accordance with the present invention.

[0023] One of ordinary skill in the art will appreciate further features and advantages of the invention based on the above-described embodiments. Accordingly, the invention is not to be limited by what has been particularly shown and described, except as indicated by the appended claims. All publications and references cited herein are

expressly incorporated herein by reference in their entirety.

[0024] What is claimed is: